

## **GEORGE K. PHILIPS**

Leveraging twenty-three years of experience with major public and private sector organizations, George Philips provides highly effective and cost efficient services in market research, geo-demographic analysis and program/project evaluation. George has hands on experience working with a number of federal, state and local governmental agencies as well as firms in financial services, health care, higher education, and the retail industry.

George founded Philips & Associates in 1991 as a professional services firm that provides market research, service quality improvement and project/program evaluation services. Responsible for all major client relationships and project management at Philips & Associates. Recent public sector clients include U.S. Department of Agriculture, U.S. Postal Service as well as the Departments of Health, Revenue and Transportation in Missouri. In the private sector we have worked with firms such as Bank of America, Wells Fargo Bank, Bombardier Financial, Fannie Mae and the Central Bank System.

As Vice President, Marketing Information, Citicorp Mortgage, from 1985 to 1991 he managed the market research function for this \$77 billion mortgage origination and servicing firm. There he established a customer satisfaction tracking system, developed and tested new mortgage products, established a community reinvestment program and related reporting systems, and implemented a process to cross sell mortgage products to credit card customers.

From 1981-1985, George was Market Research Director for Centerre Bank (Bank of America). He managed all research and planning functions for Centerre/Boatmen's Bank. He also developed a customer relationship management system that facilitated cross-selling of products, identified market niches for expansion and acquisition, segmented customers based on demographic and life-style profiles and identified opportunities for new growth for the bank.

George received a B.A (Phi Beta Kappa) from Hamline University, St. Paul, Minnesota, 1976 and a M.A from Washington University, St. Louis, Missouri, 1978. He has attended executive training programs focused on: Service Quality Management, Market Research, Demographic Forecasting, Performance Evaluation, Treasury Operations, and Geographic Information Systems.

He is active in various professional and civic organizations including American Statistical Association, American Marketing Association, the Society for Marketing Professional Services, and Focus St. Louis.